

Naval Surface Warfare Center Crane Division

Advance Planning Briefings for Industry

A large blue diamond shape with a white border is centered on the slide. Inside the diamond, the text "APBI 2011" is written in a large, white, sans-serif font. The diamond is superimposed over a square frame containing four images: a submarine on the left, a missile launch on the top right, a naval ship on the bottom left, and a fighter jet on the bottom right.

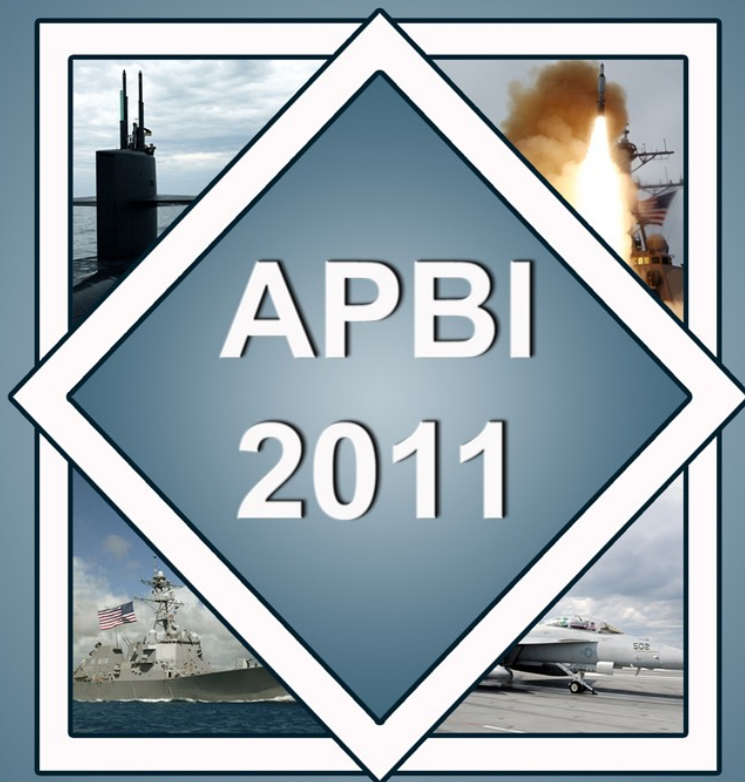
**APBI
2011**

"Warfighter Success - Supporting the Warfighter"



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29 MAR 2011

Brad

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Strategic Missions

Strategic Missions

Mission

Deliver innovative technical solutions in Trusted Electronics, Sensors and Missile Support Systems for Threat Detection, Integrated Missile Defense and Global Strike. Developing integrated strategies that provide leverage across all Strategic Mission customers and stakeholders.

Vision

Become a nationally recognized leader in trusted electronics, power & energy, sensors, and missile support systems for Threat Detection, Integrated Missile Defense and Global Strike.

Strategic Theme

- **Translating technical leadership into National Leadership**

Three Critical Areas

- **Customer Relationships**
- **Strategic Missions Elements**
- **National Leadership**

Customer Relationships

GOAL

- Provide ever-increasing value to our key strategic missions customers
 - Strategic Systems Program (SSP)
 - The Missile Defense Agency (MDA)
 - Program Executive Office for Integrated Warfare Systems (PEO IWS)

RATIONALE

- Establish credentials and develop advocacy in support of national leadership

OBJECTIVES

- Apply our technical capabilities to serve as our customers' premier technologists
- Respond to customer demand, retain technical rigor
- Leverage our relationships with key complementors

Strategic Missions Elements

GOAL

- Advance best practices and technical approach to the other strategic elements

RATIONALE

- Establish credentials and develop advocacy in support of national leadership

OBJECTIVE

- Leverage our customer relationships to increase our customer base in Global Strike, Integrated Missile Defense, and Threat Detection

National Leadership

GOAL

- Become a nationally recognized leader in trusted electronics, power & energy, sensors, and missile support systems

RATIONALE

- Establish credentials and develop advocacy in support of national security challenges

OBJECTIVES

- Establish active, robust, service-level and DoD-level assignments which support our technical areas and are fully funded
- Obtain external recognition as leaders in our technical areas



Strategic Missions Summary

- **We need partnerships with our key complementors to meet our goals as well as future customer demands**
 - Trusted electronics
 - Power & Energy
 - Sensors
 - Missile Support Systems

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